To: Purchia, Liz[Purchia.Liz@epa.gov]
From: Lee, Monica
Sent: Wed 8/12/2015 10:31:19 PM
Subject: RE: Initial thoughts on social - tweets

I think most these are fine to start tweeting out tomorrow. A few edits and cut the last one for more current water quality explanation from press conference.

From: Purchia, Liz
Sent: Wednesday, August 12, 2015 4:47 PM
To: Lee, Monica
Subject: FW: Initial thoughts on social - tweets

From: Davis, Jay
Sent: Wednesday, August 12, 2015 4:28 PM
To: Purchia, Liz
Subject: RE: Initial thoughts on social - tweets

Here are some basic tweets that pull key concerns forward for folks – what we're doing, reporting on data progress, reopening, health, plume tracking. Drafted for @EPA.

As we do daily updates/statements, we should make key points from the update into tweets.

We have scientists, technicians, public info officers on the ground working on #AnimasRiver spill. What they're doing: http://www2.epa.gov/goldkingmine/roles-epa-and-other-responders-after-2015-gold-king-mine-release

We're sampling water quality in CO/NM, & lab workers & data experts are analyzing. Learn more here, + more to come: http://www2.epa.gov/goldkingmine/roles-epa-and-other-responders-after-2015-gold-king-mine-release

We built series of settling ponds to help treat #AnimasRiver water & are working to increase sedimentation of metals. http://www2.epa.gov/goldkingmine/roles-epa-and-other-responders-after-2015-gold-king-mine-release

EPA working w/state & tribal partners on decision to reopen #AnimasRiver. Not expected before 8/17. See our 8/10 update FMI: http://www2.epa.gov/goldkingmine/updates-epas-response-2015-release-gold-king-mine

Air/ground monitoring shows plume from #GoldKingMine has dissipated downstream. Monitoring continues. 8/10 update: http://www2.epa.gov/goldkingmine/updates-epas-response-2015-release-gold-king-mine

~~Metals concentration in #AnimasRiver trending downward. Water still not considered potable. Latest update on health: http://www2.epa.gov/goldkingmine/updates-epas-response-2015-release-gold-king-mine.~~

From: Purchia, Liz
Sent: Wednesday, August 12, 2015 3:53 PM
To: Davis, Jay
Subject: RE: Initial thoughts on social

If there are some basic tweets you could take the lead on drafting that would be really helpful.

Right now there is a bottleneck on materials getting approved, so I don't have anything other than what's on the website.

From: Davis, Jay
Sent: Wednesday, August 12, 2015 3:44 PM
To: Purchia, Liz
Subject: Initial thoughts on social

A few thoughts on overall strategy/tactics:

- Content thus far looks pretty impersonal. If we can find a way to put a bit of voice behind it, without raising challenges for other demands on verbiage, it should inspire a better response.

- More message insertion into posts will also be helpful. Posts so far feel generic and do little more than point to content. We reach more people with key points when we put them directly into posts, rather than burying them behind a link.

- More specificity in content on Twitter would also be an asset, as we have information we can release through that format. There are some basic tweets we could draft now, with more general info. As more information becomes available, we should think about what is tweet-worthy. The conversation is huge on Twitter and is more likely to bleed influence into other platforms. Ramping up can be helpful.

- My intern is now monitoring Twitter.

- Because Instagram tends to veer towards good news stories and away from things that are more substantial, I think we should rest it for now.

On overarching plans about posting this week:

- The CPP content we've been posting recently has been performing well above average. That continues to be true even as people post concerns about GKM.

- Continuing to post this content to Facebook actually better fulfills our public education mission, by boosting us in the algorithm. The first GKM text link performed well, while the other is only at 8K impressions at 5 hours out (that's below average). The second is roughly at average on Twitter (where more activity could be helpful, but it's not as clear of a connection, since Twitter isn't algorithm-based). If we were to intersperse posts of the GKM site and other text-based information about the situation with graphics and other content, it would actually reach more people. Text and website links tend to drive down engagement, so continuing to post

only text & site links will mean a decline in our reach to the public. (An alternate approach would be to create or leverage graphics, charts or other image files on Facebook about GKM, which should outperform text/links & get at least some algorithm boost.)

- Placing a moratorium on social media content through the end of the week isn't the best approach. High-functioning digital departments use data to determine when and how to engage in situations like these. By examining comments and other interactions, we can make better decisions about when and how to introduce other content back in. This kind of thinking is a big area where the agency has room to grow.

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